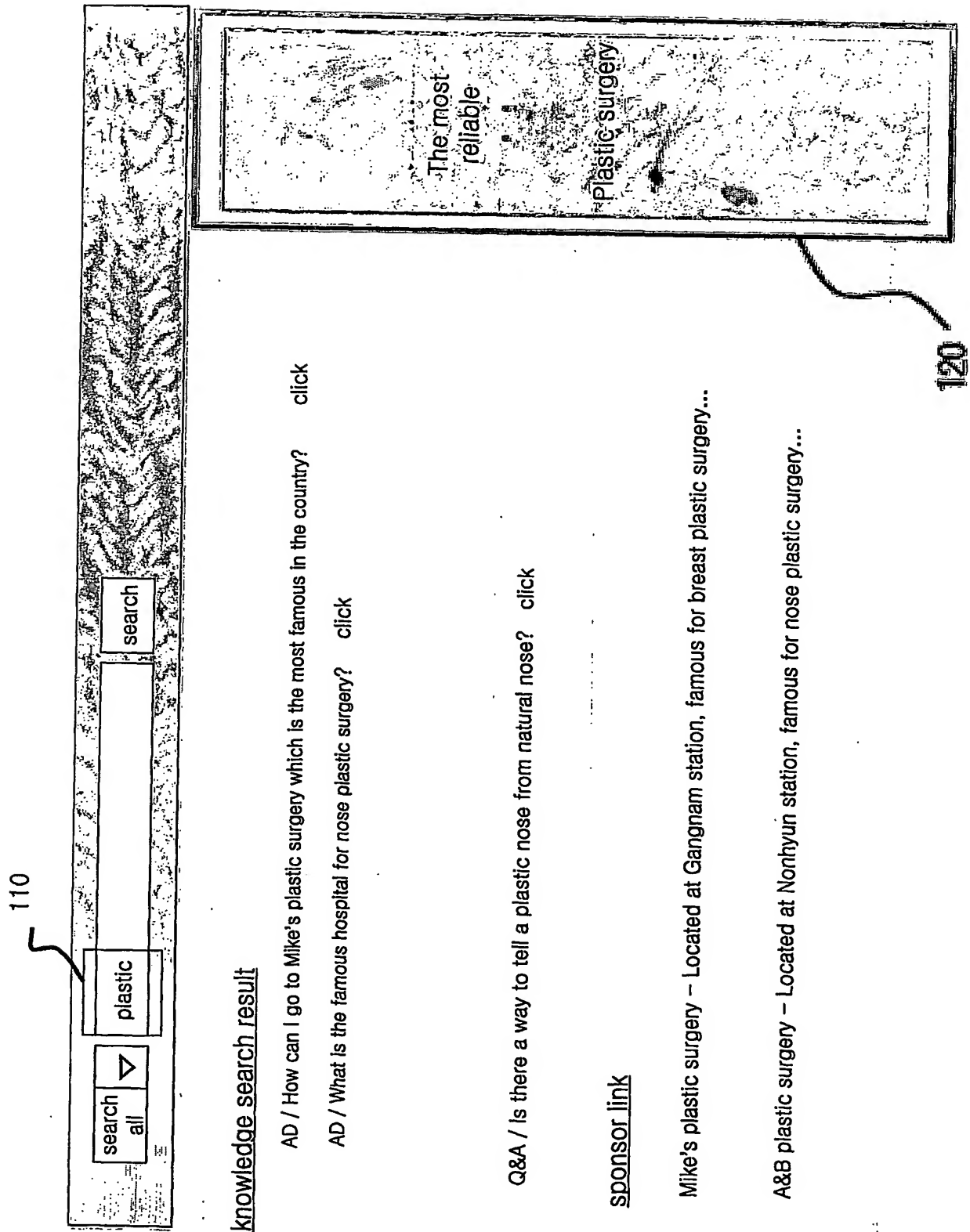


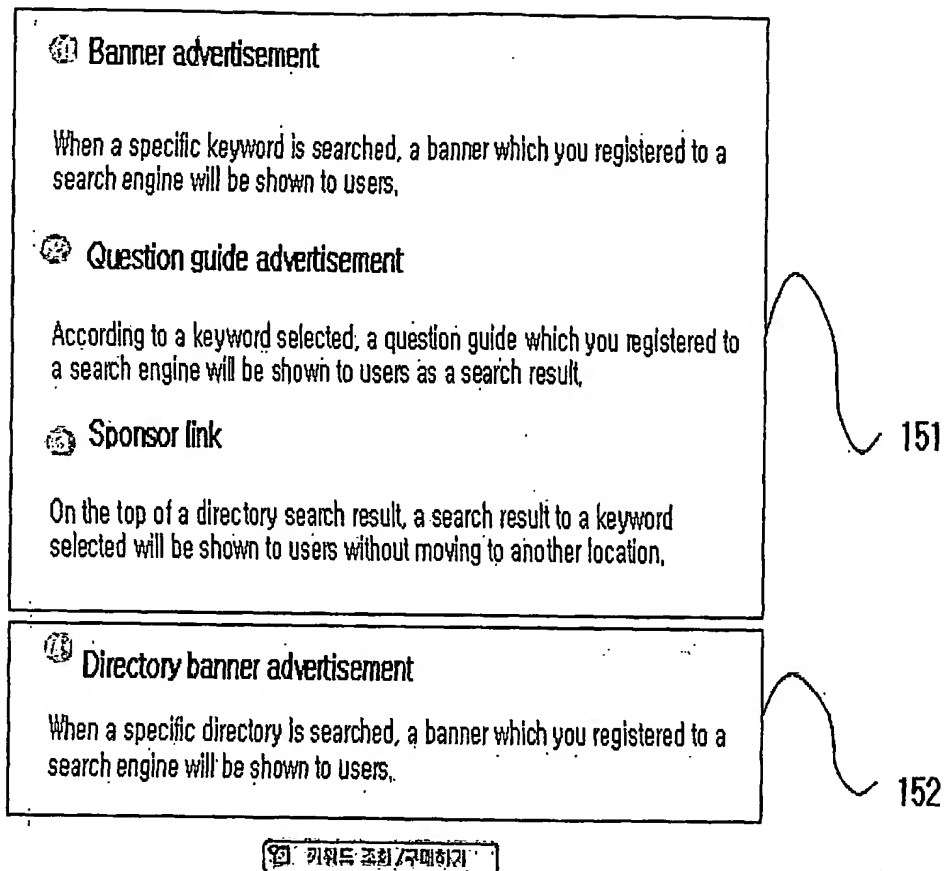
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FIG. 1a



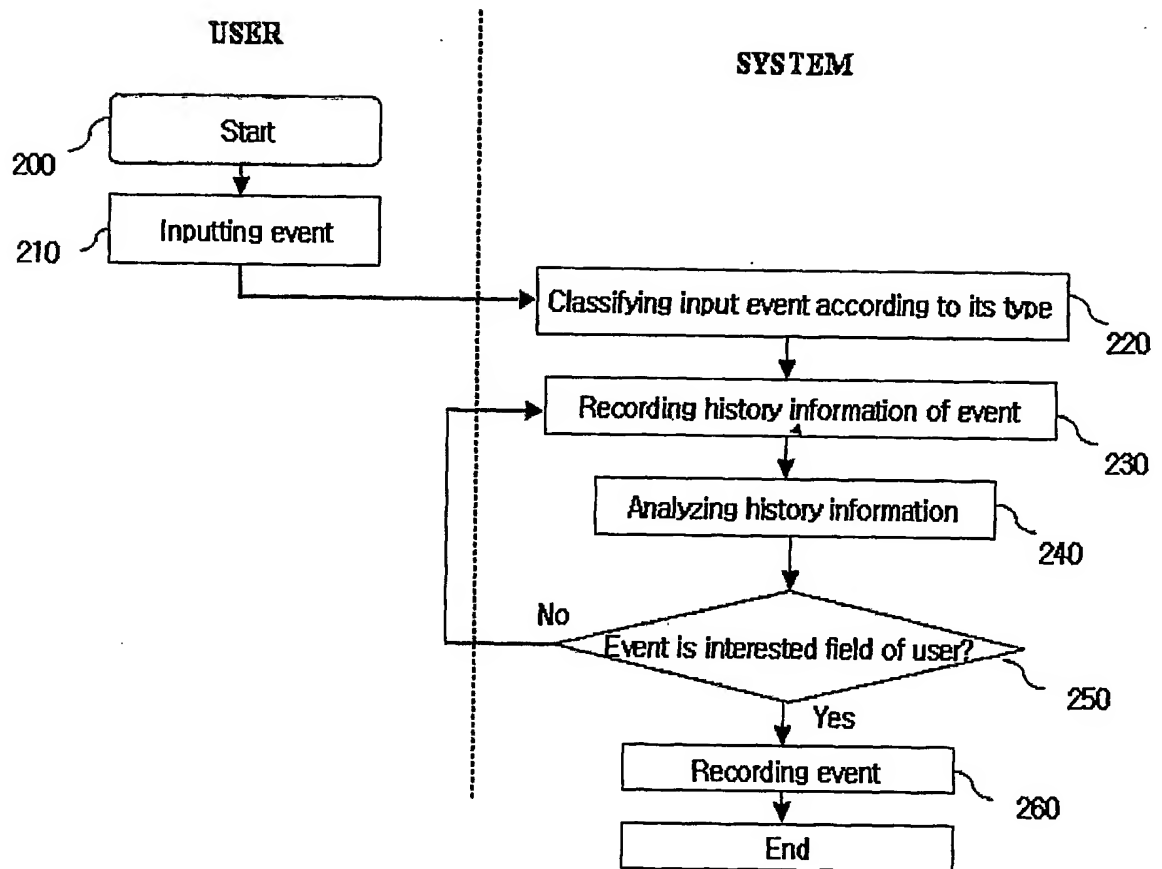
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FIG. 1b



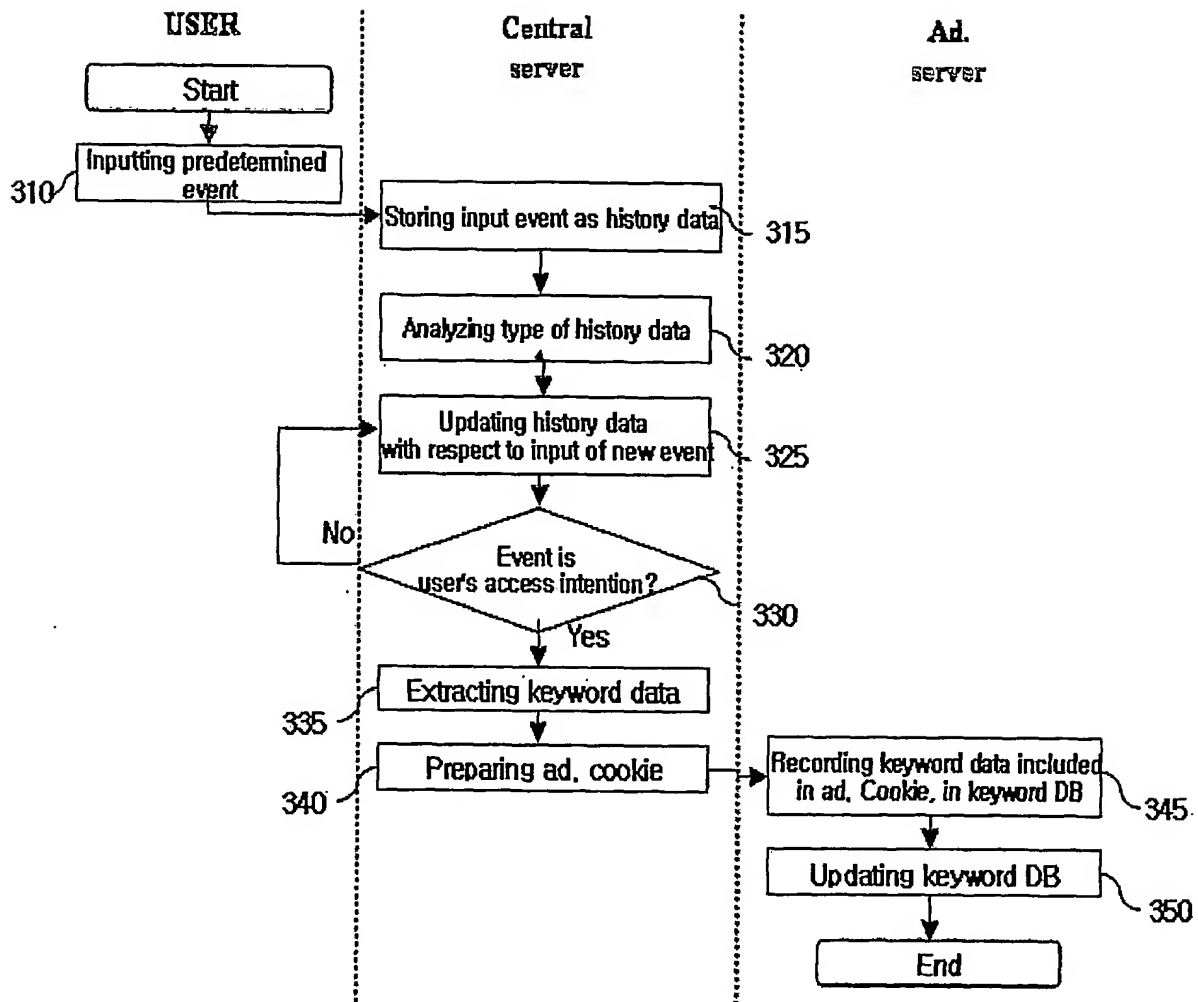
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FIG. 2



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FIG. 3



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FIG. 4

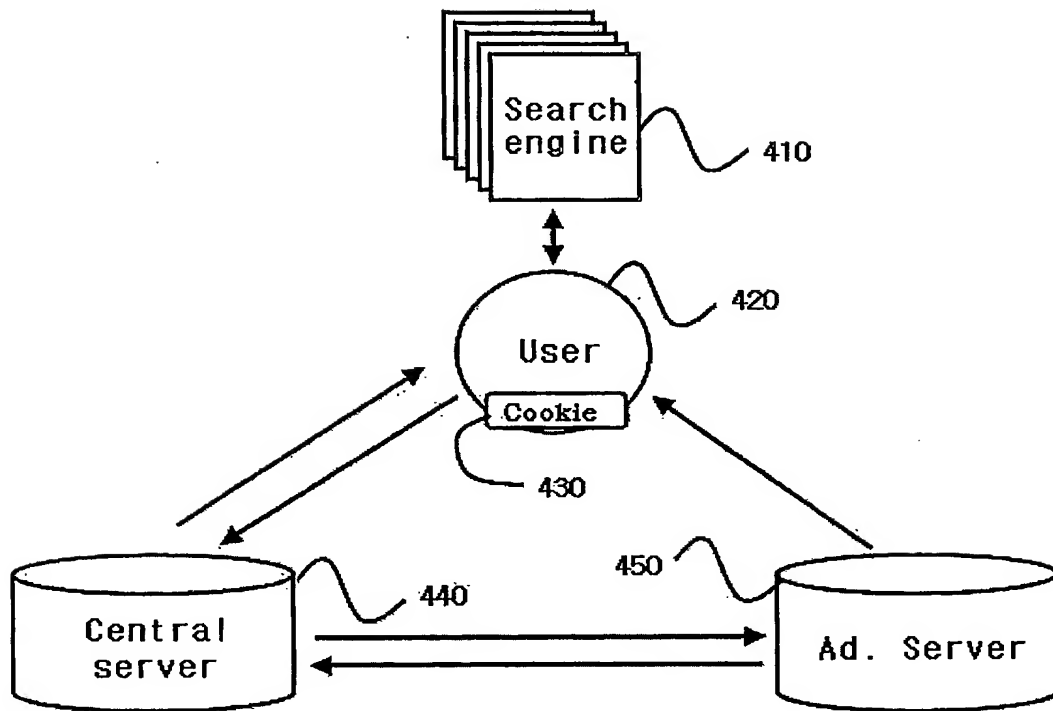
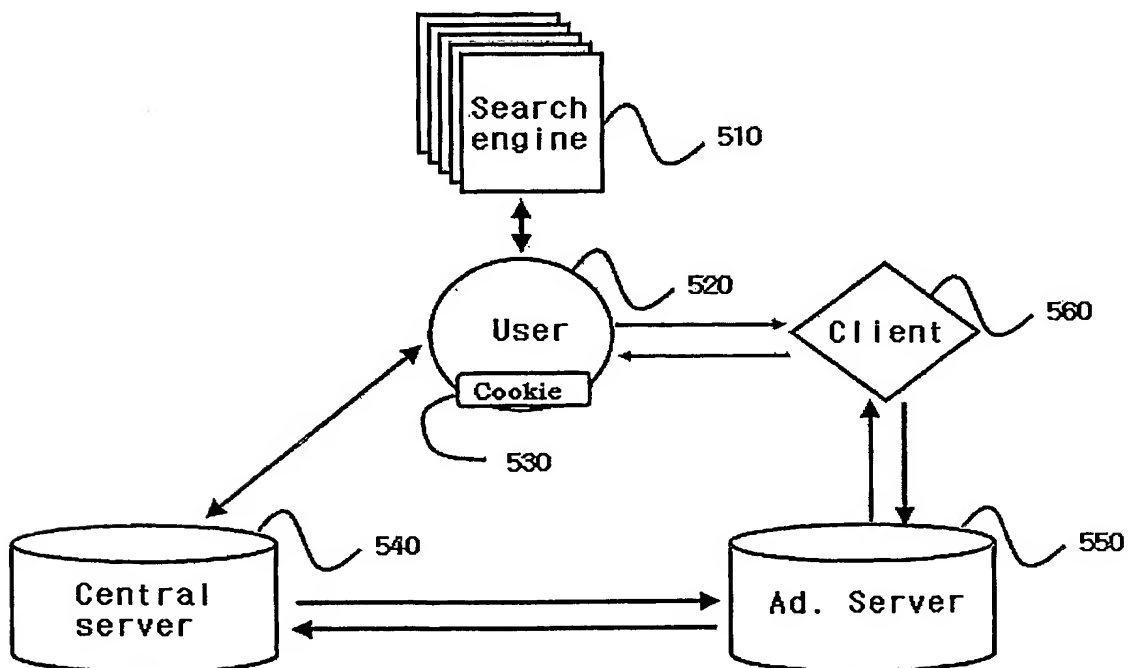
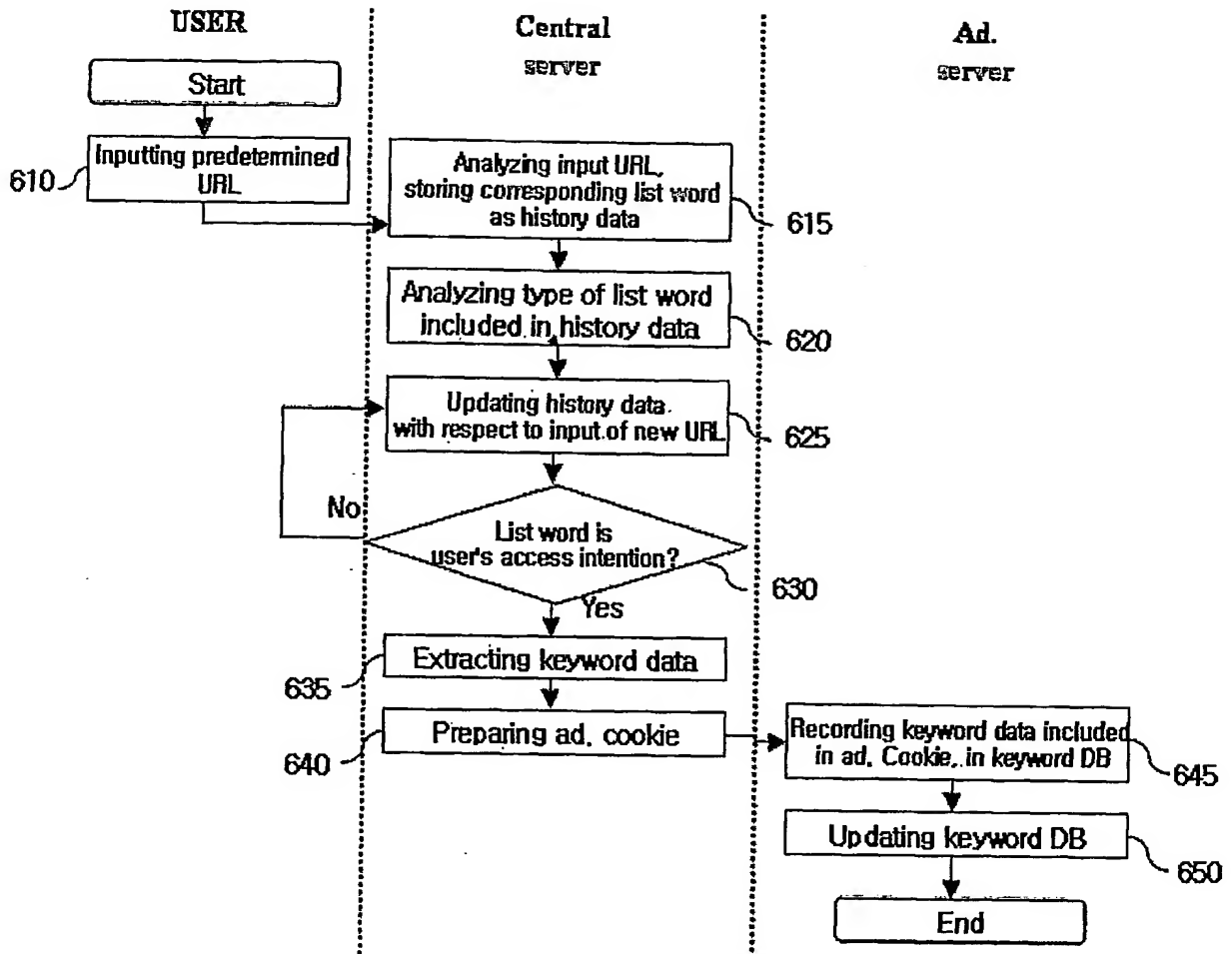


FIG. 5



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FIG. 6



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FIG. 7a

⑤

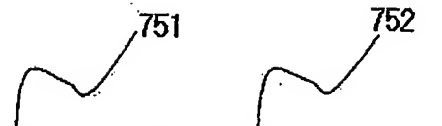
Keyword plus banner advertisement

- When a user who has searched a specific keyword searches another keyword, a banner which you registered to a search engine will be repeatedly shown to the user.
- Since an ad. banner is repeatedly shown to a user, the user need to see the ad. Banner at all times.

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FIG. 7b

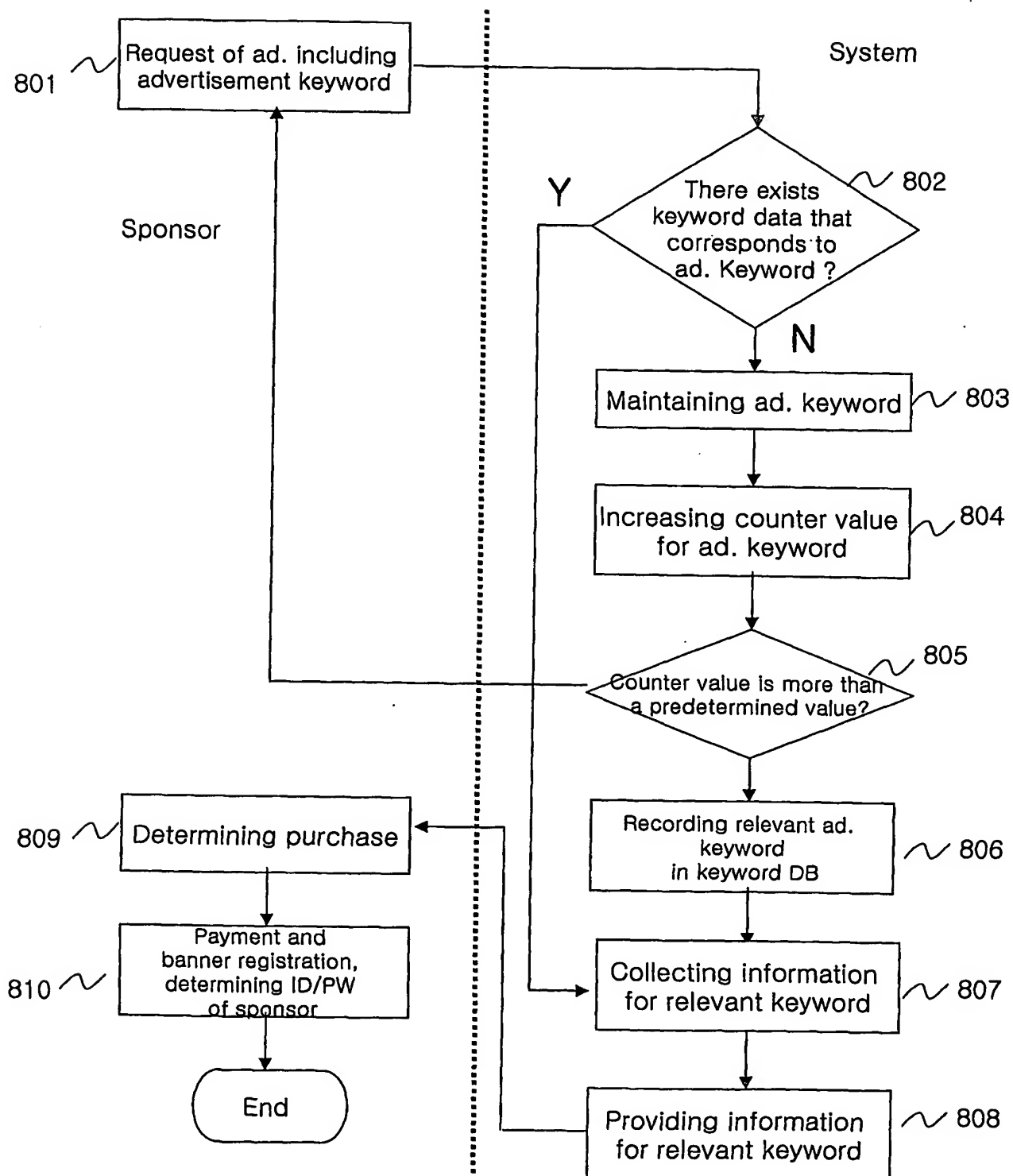
Keyword plus banner advertisement



Keyword	Purchase status	Contract period	Unit price per month	Expected number of possible impressions
Flower delivery	Purchase completed	2002-04-07~ 2002-07-08	428,000	32,000
Flower service	Purchase completed	2002-04-07~ 2002-07-08	150,000	3,600
Flower delivery on-line consulting	Purchase possible	-	100,000	Less than 2000
Flower delivery shopping mall	Purchase possible	-	100,000	Less than 2000

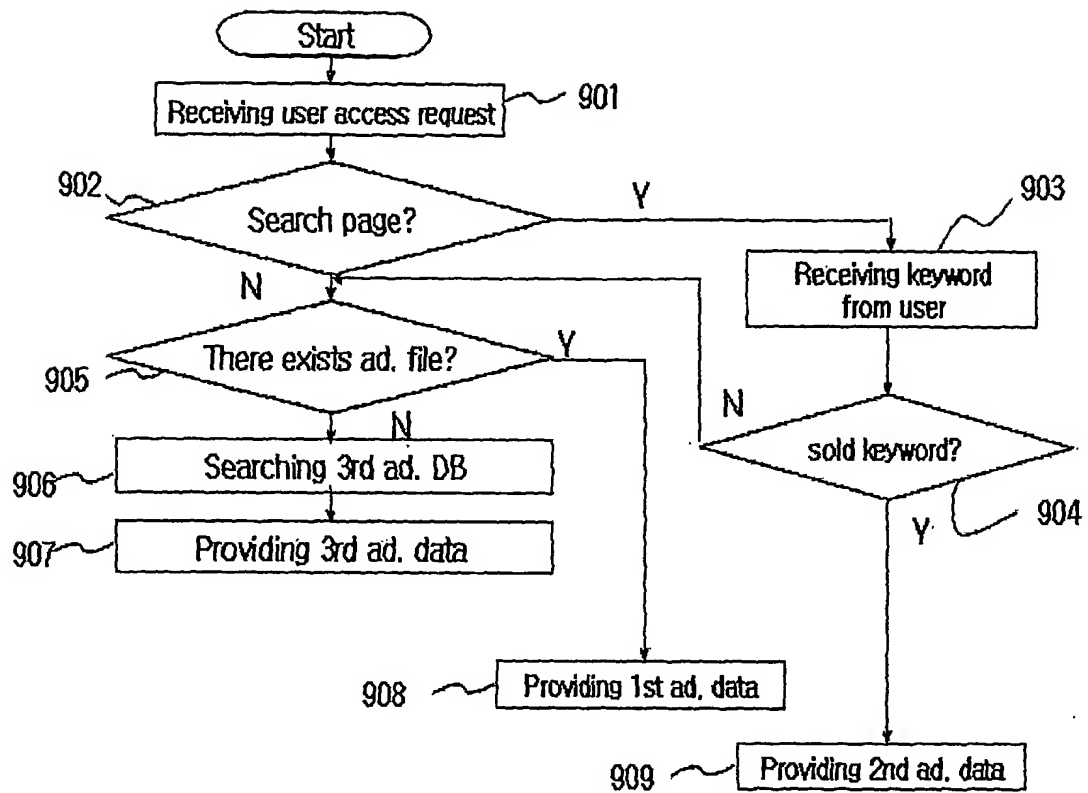
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FIG. 8



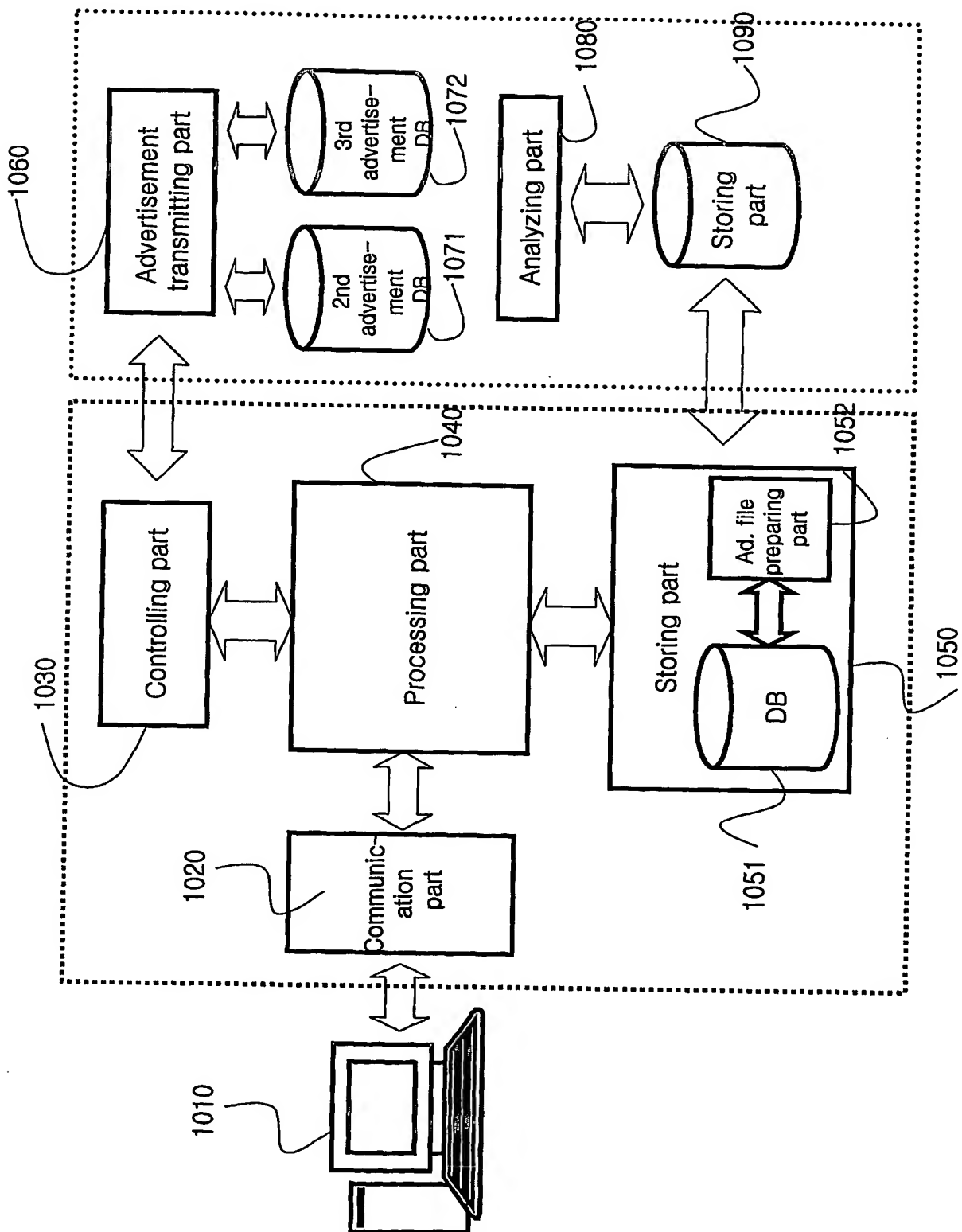
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FIG. 9



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FIG. 10



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FIG. 11

